

ENHANCED ELECTRONIC PROGRAM GUIDE

ABSTRACT OF THE DISCLOSURE

An on-screen program guide formatted with viewership information is provided. In general, viewership data is collected from a plurality of viewers via, e.g., cable and satellite receivers. The viewership data is then processed to provide viewership information including viewership interest, viewership growth rates, surfing behavior, and other viewership behavior. The viewership interest may also include group member information such as which members of a group are watching a particular program, group ratings of a program, individual member ratings of a program and the like. The viewership information may then be transmitted back to the viewers and displayed as part of an on-screen program guide or other visual interface.